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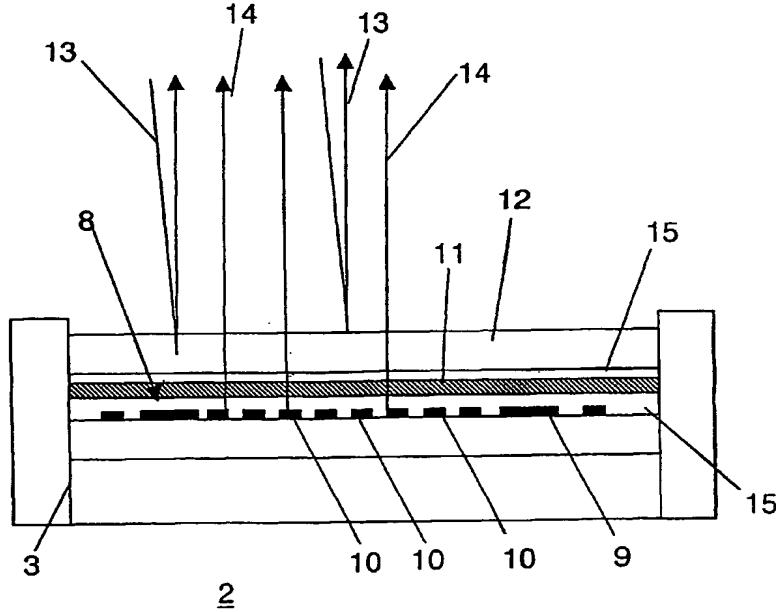
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(54) Title: ELECTRONIC DISPLAY DEVICE

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(57) Abstract: An electronic display (2) device comprising: a polymer LED display (8); a filter layer (11); a semi-transparent reflective layer (12) covering said filter layer (11) for transmitting light (14) emanating from said polymer LED display and for reflecting ambient light (13) incident on said semi-transparent reflective layer so as to obscure electrical connections for exciting said polymer-LEDs. Due to the reflective properties of the semi-transparent reflective layer (12), graphics of the polymer LED are hidden while the brightness of the display is maintained to a sufficient degree.